

REGION 10 WORKS COUNCIL

A. STATEMENT OF REGIONAL NEED

1. Which primary employment sectors and associated pathways will be the focus of the project? Why?

The Region 10 Works Council closely studied several labor market reports to determine the high wage/high demand employment sectors within Region 10. Based upon this research, a total of 15 business/industry sectors were identified as having modest to significant growth. This initial group of business/industry sectors were further refined down to the sectors demonstrating the greatest level of current employment, highest wages, and future employment growth, including new and replacement workers. The following five-business/industry sectors were identified as the primary sectors in Region 10.

- Manufacturing
- Healthcare
- Transportation/Logistics/Warehousing
- Construction
- Business and Professional Services

The activities and projects within the scope of this grant will focus on these five high wage/high demand employment sectors and their associated pathways.

2. After conducting an informal environmental scan of activities related to the project, what gaps exist in the region that this project will fill?

The Region 10 Works Council identified several gaps and deficiencies within the Career & Technical Education programming offered to students. Two of the most significant gaps are the limited number of courses offered within individual Career Pathways and the lack of a structured employability skills curriculum.

Region 10 high schools graduate approximately 3,100 students each year. Of those graduates, less than 15%, approximately 450 students, have earned enough CTE credits within a single pathway to be classified as a CTE concentrator. CTE course offerings in Region 10 are significantly different from school to school. While a few schools have several CTE course offerings, the majority have little to none. Furthermore, most CTE courses are offered as independent, random electives rather than focused sequences of CTE courses leading to specific career pathways. There is a need to reevaluate the scope and sequence of the CTE courses within each school corporation. There is also a need to increase the number of CTE courses that lead to the above-cited high/wage, high/demand employment sectors and associated pathways. Specifically, there are very few introductory level CTE courses that compliment and strengthen the career pathways offered at the local career center, Prosser.

The Region 10 Works Council actively strived to gain input from the key industry sectors as well as the educational community. Three "Business Forums" were organized and facilitated by the Region 10 Works Council. These forums provided opportunity for local business and industry professionals to review the current CTE

REGION 10 WORKS COUNCIL

programming and to make recommendations for improvement. Consistently, at all three forums the need to implement a “soft skills” or “employability skills” program/curriculum was deemed a high priority.

This project will strive to fill both of these gaps. By educating all Region 10 counselors of the value of CTE and Career Pathways, the number of courses strategically aligned within individual Career Pathways will increase. There is also an expectation that the number of students enrolling in CTE courses will increase. These factors will ultimately result in an increase in the number of students graduating as CTE concentrators. By developing and implementing a comprehensive Work Ethic Certification program, this project will also fill the employability skills gap cited by Region 10 employers.

B. Project Description, Performance Measures, Evaluation, Sustainability

1. What initiative(s) does the Works Council plan to undertake to increase CTE Awareness throughout the region and in local communities?

To increase CTE awareness and support of high quality, effective Career & Technical Education pathways throughout all of Region 10, school counselors will need extensive professional development. It will also be very important to identify one or two Region 10 school corporations that will agree to develop and then pilot a Work Ethic Certification program as recommended by Region 10 employers. To effectively develop and implement the initiatives and activities outlined in this grant will require extensive time and energy. The Region 10 Works Council will utilize a significant portion of the grant funding to support a new Career Pathways Coordinator/Counselor position. The remaining grant funds will be utilized to support the initiatives and activities the Career Pathways Coordinator/Counselor will be responsible for developing and implementing.

The Career Pathways Coordinator/Counselor will be responsible for the above-mentioned counselor professional development and CTE pilot Work Ethic Certification initiative.

Counselor Professional Development

Region 10 counselors need to be made aware of the true value and benefit of Career and Technical Education. Ensuring counselors have an accurate understanding and positive impression of Career & Technical Education is rudimentary to growing quality CTE pathways throughout Region 10. Educated counselors will be able to more appropriately assist students in the development of career plans. The Career Pathways Coordinator/Counselor will be responsible for developing and implementing the following professional development for all middle and high school counselors.

- All counselors will be invited to participate in a minimum of five different Business/Industry Tour Days. Additional Business/Industry Tour Days will be scheduled, if necessitated by counselor demand.
- A minimum of one Business/Industry Tour Day will be dedicated to each of the five high wage/high demand industry sectors identified by the Region 10 Works Council.

REGION 10 WORKS COUNCIL

- Each Business/Industry Tour Day will strive to tour a minimum of three business locations.
- Each Business/Industry Tour Day will begin with a presentation providing counselor's valuable information on Career & Technical Education, Career Pathways, and College & Career Readiness.
- Information gathered at each tour will be developed into a presentation that will be presented to all counselors at the Prosser Career Education Center.

CTE Pilot Initiative: Work Ethic Certificate

The second strategy to increase awareness and value of Career & Technical Education is to develop and pilot a comprehensive Work Ethic Certification program within one school corporation and the area career center, Prosser. The pilot school corporation selected will be Greater Clark County Schools. GCCS and Prosser were chosen as the pilot sites because GCCS already has an established College and Career Readiness strategic plan initiative that not only supports, but also elevates Career & Technical Education, while Prosser is the Area Career Center serving all of Region 10. After successfully implementing a Work Ethics Certificate program within the Greater Clark County Schools and Prosser Career Education Center, the other Region 10 school corporations will be encouraged to implement the piloted program. The Career Pathway Coordinator/Counselor will facilitate all aspects of developing, implementing and monitoring the Work Ethic Certification program.

- All three GCCS high schools, Jeffersonville, Charlestown, and New Washington, will participate in the Work Ethic Certification pilot program.
- Prosser Career Education Center will participate in a Works Ethic Certification pilot program that is modified to support the Career Center organizational structure.
- Region 10 businesses will partner with GCCS and Prosser to provide a strong Work Ethic Certification program.

2. What are the primary outcomes that this project aims to achieve?

One primary outcome is to strive to ensure all middle and high school counselors in Region 10 value and promote Career & Technical Education courses. This will lead to an increase in the number of students graduating as CTE concentrators. Region 10 Counselors will:

- Have a clear understanding and definition of College and Career Readiness.
- Be aware of why a College and Career Readiness initiative is needed.
- Value Career & Technical Education courses and Career Pathways.
- Lead instructional teaching staff to organize and develop CTE courses into specific Career Pathways.
- Counsel students to the appropriate type of post-secondary training program based upon the student's interest and skill.

A second primary outcome will be to develop and implement a sustainable Work Ethic Certification program. The Work Ethic Certification program will:

- Be highly valued by all Region 10 students and employers.
- Expand from the pilot schools into other Region 10 School Corporations.
- Be systemic and sustainable.

REGION 10 WORKS COUNCIL

3. What partners are collaborating to address this need, and what will be their role? These partners may include high schools, CTE centers, postsecondary providers, employers, and community-based organizations. What are the responsibilities of each partner?

This project will initially require a strong partnership between Prosser Career Education Center, Greater Clark County Schools, and local businesses. As the project begins to develop, it will be important to bring other partners on board. For the Business/Industry Tour Days to be successful, all Region 10 school corporations will need to encourage and support the participation of their counselors, while local businesses will need to willingly open their doors.

It will also be very important for GCCS to develop a model Work Ethic Certification program that other school corporations will want to implement. This model program will require extreme business/industry support. Many job shadowing, internship and cooperative education experiences will need to be provided by local employers. Establishing the support of One Southern Indiana will be the key to establishing the support of the business community.

4. Please describe the grant proposal timeline.

Three Business/Industry Tours Days will be organized within the first semester of 2014-2015. Two Business/Industry Tour Days will be organized within the second semester of 2014-2015. Each semester, a minimum of one Career Pathways presentation will be conducted at the Career Center for Region 10 counselors.

The development of the Work Ethic Certification program will begin immediately at the start of the 2014-2015 school year. The first semester will initially focus on the development of the program guidelines; then transition into educating school personnel and Region 10 employers of the program benefits. The second semester will initially focus on establishing the multiple business/industry partners necessary to support the program; then transition into promoting and marketing the program.

5. Please describe major deliverables.

Major deliverables will be as follows:

- A minimum of five Business/Industry Tour Days will be planned, organized, and implemented for all counselors in Region 10.
- Informational and promotional presentations highlighting CTE will be conducted at the Career Center for Region 10 counselors.
- A video will be created that highlights Region 10 career opportunities and the multiple training paths that will lead to these careers.
- A comprehensive Work Ethic Certificate program in Greater Clark County Schools and Prosser Career Education Center will be completed and ready for implementation in 2016-2017.
- Business/industry partnerships with Region 10 schools will be expanded.
- A pre and post survey will be administered to all counselors in Region 10. Questions will focus on personal knowledge and value of CTE, Career Pathways, and College & Career Readiness.

REGION 10 WORKS COUNCIL

6. What outcome-based measures will the grantee utilize to evaluate how well grant outcomes and objectives were achieved?

- 100% of schools will have at least one counselor participate in the Business/Industry Tour Days program.
- Survey of Region 10 Counselors will reveal personal and professional growth and support of Career & Technical Education.
- There will be a 10% increase in the number of identified Career Pathways available for students in 2015-2016 and a 20% increase in 2016-2017.
- The number of 2016-2017 students graduating as CTE concentrators will increase by 10%.
- 75% of Region 10 schools will integrate the video developed within this project into their Preparing for College and Careers course curriculum.
- A minimum of one additional high school will actively seek to implement the Work Ethic certification program.
- Greater Clark County Schools and Prosser will each establish the support of five new business/industry partnerships.
- Greater Clark County Schools and Prosser Career Center students will begin to earn Work Ethic Certifications during the 2015-2016 school year.
- After successfully implementing the high school Work Ethic Certification program, the Greater Clark County Schools will begin developing a Work Ethic Certification program for grades 5 and 8.

7. What additional plans does the Works Council have for ensuring a substantive evaluation and sustainability plan?

The Region 10 Works Council will continue striving to ensure Region 10 CTE Career Pathways match employer needs and demands. The Council plans to remain active within the educational community by regularly participating in the Career Center Superintendents' Advisory Committee meetings. Regular updates highlighting CTE enrollment, individual courses, and pathways will be shared at all Counselor, Principal, and Superintendent's meetings hosted by the Career Center. The Council will also continue to create opportunities for Region 10 business/industries to provide input and support to school corporations. Long-term sustainability will occur as a result of continued communication between the Region 10 Works Council, school corporations, and local employers.

After the activities of this project are completed, GCCS will reevaluate the need for the Career Pathways Coordinator/Counselor position. Other funding sources will be secured if it is determined the position is necessary to sustain the project activities and initiatives.

REGION 10 WORKS COUNCIL

Form 2: Application Budget Detail Sheet

Note: When entering dollar amounts, round off to the nearest dollar. Submit details explaining the expenditures by category below.

Explanation of Expenditure	Amount Requested
Career Pathways Coordinator/Counselor salary	\$55,000
Marketing and promotional materials for Work Ethics Certification program and career awareness	\$4,000
Publication materials for student Work Ethics Certification packets	\$3,000
Bus transportation for 5-Business/Industry Tour Days	\$1,700
Lunches for 5-Business/Industry Tour Days	\$1,300
TOTAL FUNDS REQUESTED	\$65,000